

Sheet 2/3

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A rewarding method corresponding to ~~an object~~ a keyword  
~~object~~ selection on a web page, comprising the steps of:

(a) designating a predetermined ~~object~~ keyword object to each of a plurality of web  
pages having respective uniform resource locators (URLs);

(b) causing a server to detect that a user of a user terminal unit has selected the  
~~object~~ keyword object on one of the plurality of web pages having respective URLs;

(c) recording an event log correlating an identifier of the user, an identifier of the  
~~selected object~~ keyword object, date of selection and an event that the ~~object~~ keyword object  
has been selected, when the server detects that the user of the user terminal unit has selected  
the ~~object~~ keyword object;

(d) determining whether or not the number of ~~objects~~ keyword objects recorded in the  
event log exceeds a first predetermined value <sup>greater than one</sup> within a predetermined time period; and

(e) performing a rewarding process to reward the user when the determined result at  
the step (d) is Yes.

2. (Original) The rewarding method as set forth in claim 1,  
wherein when the determined result at the step (d) is Yes, before performing the step  
(e), a quiz web page is displayed on the user terminal unit, and

Sheet 3/3

Atty. Dkt. No. 040447-0231

25. (Currently Amended) A server, comprising:

— recording means for recording an event log correlating the identifier of a user of a user terminal unit, an identifier of a selected ~~object~~keyword object, date of selection and an event

— that the ~~object~~keyword object has been selected when the user of the user terminal unit has selected one of predetermined ~~objects~~keyword objects on web pages designated with a

— plurality of predetermined uniform resource locators (URLs);

first determining means for determining whether or not the number of ~~objects~~

8 — keyword objects recorded in the event log exceeds a predetermined <sup>greater than one</sup> value within a predetermined time period; and

rewarding means for performing a rewarding process to reward the user when the determined result of said first determining means is Yes.

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26. (Original) The server as set forth in claim 25, further comprising:

means for transmitting a quiz web page to the user terminal unit, when the determined result of said first determining means is Yes; and

second determining means for determining whether or not the number of correct answers among answers that have been transmitted from the user terminal unit as answers to the quizzes exceeds a second predetermined value,